

### **REMARKS**

The Examiner, in the Official Action, has rejected claims 1-9, 12-22 and 25-36 under 35 USC § 103(a) as being unpatentable over U.S. patent to Gifford in view of U.S. patent to Jebens et al. for the reasons set forth therein.

Applicants have amended the claims to more precisely define and distinguish the present invention over the cited prior art. In particular, claims 1-13 have been cancelled, independent claim 14 has been amended to include the limitations of previous claims 15, 16 and a portion of claim 18. Claims 27 and 28 have also been cancelled. Accordingly, there are only 3 independent claims present in the subject application, claims 14, 29 and 30 upon which the remaining claims all depend at least ultimately. The independent claims, as currently set forth, specifically require having a dynamic and static section wherein the static section includes an order section for ordering goods and/or services with respect to the dynamic data. The independent claims also include the limitation that the order will automatically be sent to an appropriate party for fulfillment of the order.

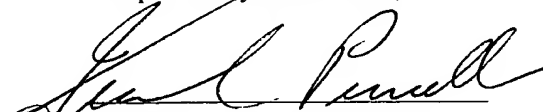
Applicants respectfully submit that the Gifford reference fails to teach or suggest the invention as now currently set forth. The Examiner cites Gifford for the proposition of including an on-line interface that links to a web brokerage application (order). The Examiner then notes that an order then may be placed for buying or selling a stock option. However, in the present invention it is the dynamic portion that includes information upon which orders may be fulfilled and that by filling of the order form that has already been provided to the recipient, the filling out of the order and executing the order will automatically place the order with the third party. This is in contrast to Gifford which requires a link to the web brokerage application. Thus, the user must actually go on to another web page for the placement of the order. In the present invention this is avoided whereby the order is part of the e-mail that is sent to the original recipient. The providing of the order in the e-mail provides for much easier and simpler situations for the recipient in that only the order need be filled out which would then be automatically forwarded to the fulfillment provider for fulfilling of the order. This clearly cannot be done or suggested by Gifford. There is no teaching or suggestion of providing an order form or that the order will be

automatically forwarded to the fulfillment provider for fulfillment as taught and claimed by Applicant. Accordingly, Applicant respectfully submits that the Gifford reference fails to teach or suggest the invention as currently set forth.

The Examiner argues at page 8 that the Jebens reference teaches that the static text and/or graphics contains an order section for ordering goods or services and refers to column 21 lines 63-67 and column 2 line 64-65 of Jebens. This portion of the specification is dealing with a client or browser 12 for placement of an order with the host system 10 for forwarding of images to a recipient such as supplier 16. In this regard a work order is fulfilled by the user 12 which identifies a stored image on the host site. However, there is no teaching or suggestion of providing a static text or graphic section for the placement of an order. The order form is simply for placement of an order. Figure 10F illustrates the order form 820 in Jebens. This order form is provided to the user upon request. See column 21 lines 62-63 where the user selects the new order option 810. Thus the order is not provided in a dynamic section of an e-mail as taught and claimed by Applicants. The host site simply then, upon receipt of the order submitted by the user 12, forwards the high resolution image as requested by the user to the designated recipient. However, Jebens does not teach or suggest automatically providing of the order form with the e-mail to the user 12. Quite the opposite, it is the user 12 that must request the order form. With regard to column 2, lines 64-65, this merely refers to the storing of high and low resolution images at the host site and allows users to search for images at the host site. Applicants respectfully submit that the Jebens reference does not add anything that would render the present independent claims obvious.

In view of the foregoing it is respectfully submitted that the claims in their present form are in condition for allowance and such action is respectfully requested.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'Frank Pincelli', written over a horizontal line.

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